

PROVINCIAL LIBRARY GRANTS REPORT 2019

PORT MOODY PUBLIC LIBRARY



INTRODUCTION

The Port Moody Public Library serves a population of 33,500 through a single branch facility that is prominently located in the Civic Centre Complex. The surrounding neighbourhood has changed dramatically over the 24 years the library has been at this location, and library use has grown accordingly. Three high density residential/commercial developments (Newport Village, Suter Brook Village and Klahanie) are within a short walking distance of the library. The library's location, the range of programs and services offered, and our focus on being responsive to community/customer needs make us a natural hub for our community.

There was minimal growth in Port Moody's population during the last census period, 2011 to 2016 (1.6% increase or 540 people); this is closely tied to almost zero growth of private dwellings during the same period. Median age of the population is 40.6 years. In the 2016 Census, immigrants represented 32% of the population; 4% of these people were recent immigrants who had lived in Canada for less than 5 years. The top four countries for immigrants remain South Korea, China/Hong Kong, the United Kingdom and Iran. Chinese, Korean and Persian are the top three non-official languages spoken regularly at home.

At the end of 2016, the Evergreen Line arrived in Port Moody; a Skytrain station is now located just three blocks from the library. Development related to the arrival of Evergreen was expected to boom. However, population growth has remained flat.

A new five year strategic plan was developed for the Port Moody Public Library in 2019. The plan has three strategic directions:

- 1. Raise the profile of the Library in the Community*
- 2. Revitalize how the Library does business to prepare for a future of growth and change*
- 3. Provide robust and relevant programming that addresses 21st century literacy needs*

The City of Port Moody released an [Economic Profile 2016](#) document that provides the most recent economic information of the area including a business profile and demographics. The three largest employers are in the public sector: Eagle Ridge Hospital, the City of Port Moody and School District 43. The largest private sector employers are Mill & Timber, Pacific Coast Terminals, Suncor and Imperial Oil. BC Hydro's Burrard Thermal Power Plant was one of the largest private sector employers in Port Moody until 2016, when the plant was shut down.

One of the key challenges that the library and community face is the development and replacement of infrastructure. For the library, the concern is our building (1,161 sq. m.) is too small for our community's needs and population. According to a functional programming report completed by Resource Planning Group in 2017, the library is only 43% the size required to meet current population needs. The library was renovated in 2017 and 2018 to meet immediate needs. The City is aware of the library's need for a larger facility and is looking at various funding options.

DISCUSSION AND EXAMPLES

PRIORITY 1 FOSTERING CONNECTED COMMUNITIES: ADVANCING ACCESS TO INFORMATION

Library goals that support the priority:

The Port Moody Public Library's 2019-2023 Strategic Plan supports this priority through:

Strategic Direction 2 Revitalize how the Library does business to prepare for a future of growth and change.

Goal 2.2 Services anticipate community needs

Strategy 2.5 Improve access to physical spaces, technology and services

Programs and/or Services that align with the priority:

1. CELA – Centre for Equitable Library Access

The Port Moody Public Library piloted a subscription to CELA in 2019. CELA stands for Centre for Equitable Library Access, and it is a replacement for CNIB services. CELA provides materials for people with visual impairments in a variety of formats including Daisy books on CD, braille, e-text and described video materials. Over 500,000 titles are available through CELA.

Outcomes & outputs

- a) Members expressed thanks for access to this service
- b) Over 3500 items were checked out
- c) Increased interest and energy devoted to how the Library can meet the needs of print disabled individuals

2. Redesign of Port Moody Public Library's Website

Port Moody Public Library renewed its website for the first time in over ten years. The previous content management system was inflexible, technically out of date, and no longer met the needs of staff and public. Technology has progressed to the point where it can provide significant opportunities to improve online services for the public.

Outcomes & outputs

- a) Created an excellent digital customer experience through a responsive, mobile-friendly website
- b) Improved content quality and consistency
- c) Maximized access to information through improved structure and organization

3. Enable Program Self-Registration

The Library devoted considerable resources to designing a user-friendly online program calendar with a self-registration module. The objective was to respond to community needs for a better program registration experience while empowering individuals to self-register. This need was partly in response to patrons wanting an efficient means to register for programs, but it was also an opportunity to design a service that required less staff involvement and improve workflow.

Outcomes & outputs

- a) Increased customer satisfaction with the ability to self-register
- b) Decreased staff intervention in the registration process
- c) Improved convenience and accessibility to the registration process
- d) Better management of program registration queues including the ability to manage a wait list

PRIORITY 2 BUILDING CAPACITY: ENABLING INSPIRATION AND INNOVATION

Library Goals that support the priority:

The Port Moody Public Library's 2019-2023 Strategic Plan supports this priority through two strategic directions:

Strategic Direction 2 Revitalize how the Library does business to prepare for a future of growth and change.

Goal 2.5 Staff feel supported and energized

Strategy 2.5 Improve access to physical spaces, technology and services

Strategy 2.7 Invest in continuous staff training

Strategic Direction 3 Provide robust and relevant programming that addresses 21st century literacy needs

Goal 3.1 Programming is convenient and anticipates community needs and interests

Goal 3.2 More opportunities for residents to gain skills and knowledge

Goal 3.3 Members have enhanced learning opportunities

Strategy 3.2 Create more opportunities to connect people with essential life skills including technology

Strategy 3.3 Create programs which promote relationship-building and foster community engagement

Programs and/or Services that align with the priority:

1. "Homelessness Training" for all Staff

Training was provided to staff to enable them to better deal with the challenges presented by those experiencing homelessness. This training focused on empathy training as well as how to better manage the behavior of troubled individuals. Part of the purpose of this training is to prepare staff knowing that we anticipate an increase in homelessness in the coming years

Outcomes & outputs

- a) Increased staff awareness and understanding of those experiencing homelessness
- b) Increased empathy on the part of staff
- c) Better management of difficult / challenging situations
- d) Increased overall satisfaction with customer service

2. Change of Library's Visual Identity

Prior to 2019, the logo used for the Port Moody Public Library was frozen in time. It was based off a version of the City of Port Moody's logo and did not speak to the Library's own identity. We were looking for a logo that would tell us the "story" of the Port Moody Public Library, to reflect our values and aspirations. Not only was the logo out of date, but it was difficult to work with in terms of graphic design.



Outcomes & outputs

- a) A much improved look for the website
- b) A redesign of all the Library's print promotional items
- c) The logo tells the "story" of the Port Moody Public Library:
 - o Port Moody Public Library reflects the growth, vitality and natural setting of our community. We value and promote the physical book as well as new ways of reading and learning. Our community is diverse, and we embrace a multitude of ideas and opinions in a warm, welcoming environment.

3. The White Pines Collection

Port Moody is known as the "City of the Arts" but lacks a centralized home for the literary arts. The library did not provide adequate spaces, collections, and programming to embrace that role for local authors. This year's strategic plan focused on providing inspiration for authors as well as celebrating their achievements. Part of this project included the creation of the White Pines Local Author Collection. Named after a local landmark, this collection is a distinct and separate collection of work from Port Moody and Tri-Cities residents. They are displayed prominently in the library and are featured on the library's website. Part of this collection involved a yearly Gala where writers, poets, illustrators, journalists and their families are invited to an evening of reading.

Outcomes & outputs

- a) Increased promotion of local talent within the Library space. This has improved the profile of the Library within the arts community.
- b) Local authors are given a chance to connect with each other and build community through various programs
- c) The Library is now seen as a hub of the literary arts in Port Moody and a positive force for supporting local talent

4. Writers Festival

To support the endeavors of writers and independent publishers in our community, the Library hosted a Writers' Fest on November 16. This full day of activities included an information session on how to publish eBooks (presented by library staff), a workshop on self-promotion, a writing workshop for teens from YA author Tanya Boteju, an authors' fair (where authors, publishers and local bookshops could vend their books), and a plotting workshop. All the events were filled to capacity.

Outcomes & outputs

- a) Encouraged creators of all ages to explore their literary aspirations
- b) Provided networking opportunities between authors and also between authors and local businesses, writing groups, and publishers

- c) Allowed local writers a chance to learn about new technologies available to them in a facet of different areas (writing, marketing, publishing)

PRIORITY 3 WORKING TOGETHER: CREATING LASTING AND SUSTAINABLE PARTNERSHIPS

Library Goal that supports the priority:

The Port Moody Public Library's 2019-2023 Strategic Plan supports this priority through:

Strategic Direction 3: Provide robust and relevant programming that addresses 21st century literacy needs

Goal 3.3 Members have enhanced learning opportunities

Strategy 3.3 Create programs which promote relationship-building and foster community engagement

Programs and/or Services that aligns with the priority:

1. Partnership With WorkBC

Port Moody Public Library developed a partnership with WorkBC in order to assist job seekers with gaining the skills necessary to develop a strong resume, learn strategies to answer interview questions, and networking towards a successful job search. Specific programs in support of this partnership included:

- Creating Resumes and Cover Letters that Get You the Job
- Preparing Job Interviews
- How to Network

Each session started with a presentation by a library staff member about the library resources available to them (electronic resources, resume manuals, wireless printing, etc.).

Outcomes & outputs

- a) Job seekers gained confidence in their ability to apply for positions
- b) Job seekers gained knowledge of a valuable resource in the community that library staff can now confidently refer them to
- c) Job seekers gained an understanding and appreciation of what resources the library has to offer

2. Hosted "Writers in Our Midst"

The popular "Writers in our Midst" series was an event for local authors to share their work with the larger community. It was hosted at a local coffee shop, the Gallery Bistro, for a number of years. Unfortunately, the building tragically burned down. The group wished to continue as there are few opportunities for readings within Port Moody. The Library was approached by the organizers and now has a new home for this valuable community program. The fall session was filmed by a local television channel and the partnership has led to new opportunities and connections with local artists.

Outcomes & outputs

- a) Raised the profile of the library and local writers in the community
- b) Increased opportunities for local writers to share their work with the public
- c) Improved relationship with artists' groups within Port Moody

3. Partnership With Settlement Services

In 2019, the Library expanded partnerships with organizations that work with newcomers in the Tri-Cities. Many of these groups help with settlement services and provide workshops as well as one-on-one assistance. This year, the Library continued its support of the SHARE Family & Community Services English Language Practice Group. Other partnerships included offering one-on-one assistance from BC Settlement and Integration Services, Canadian Citizenship Preparation Classes with MOSAIC, and workshops from SUCCESS.

Outcomes & Outputs

- a) Increased newcomer exposure to the Port Moody Public Library
- b) Increased staff knowledge of the various groups operating in the Tri-Cities and their ability to refer patrons to other settlement services in the area
- c) Increase newcomers' knowledge of library services and resources

PRIORITY 4 SUSTAINING OUR SUCCESS: ENHANCING GOVERNANCE & DEMONSTRATING IMPACT

Library Goal that supports the priority:

The Port Moody Public Library Board supported this priority through the development of a 2019-2023 Strategic Plan. This new plan emphasizes the need to prepare for a future based on an evidence-based approach:

Strategic Direction 2 Revitalize how the Library does business to prepare for a future of growth and change.

Goal 2.1 Staff and Board understand how community needs are changing

Strategy 2.1 Take a proactive, evidence-based approach to future planning

Programs and/or Services that aligns with the priority:

The need for a new five year strategic plan was prompted by numerous changes in the publishing and technology sectors, as well as the need to reassess library services. The strategic plan is based on an extensive community consultation, an analysis of performance measures and census data, as well as staff and public surveys. The plan has three strategic directions:

1. Raise the profile of the Library in the Community
2. Revitalize how the Library does business to prepare for a future of growth and change
3. Provide robust and relevant programming that addresses 21st century literacy needs

These strategic directions were selected because of the themes which emerged during the consultation process:

1. Members value:
 - i. The services the library has to offer
 - ii. High quality personalized customer service
 - iii. The sense of community the library provides
2. Members not only want “more” collections and programs, but they also want these collections and programs to be more “convenient” and “relevant” to their personal lives
3. Physical collections are not to be sacrificed for digital collections
4. Programming is to be prioritized as follows: 1) children, 2) inter-generational, and 3) seniors
5. A larger library facility is needed to allow for a wider range of activities while, at the same time, retaining the cozy feel of the current facility

The strategic planning process also took into consideration the current strengths and weaknesses of the Port Moody Public Library. PMPL is different from other libraries in BC because it has had a relatively consistent level of circulation over the last decade whereas most others are seeing a decline. PMPL is also distinguished from other libraries in BC for having a very high proportion of children’s circulation compared to adult circulation.

Outcomes & Outputs

- a) Over 1800 people completed online surveys.
 - o Many people commented they were happy with the opportunity to express their concerns
 - o Dissatisfaction and misunderstandings were clarified for many
- b) Over 70 strategic initiatives have been developed for the next three years that speak specifically to sustaining success in the context of an improved sense of identity, evaluation processes and priority setting.
- c) An unexpected outcome was improvement in the way data is collected, analyzed and used to identify service gaps.

SUMMARY

In 2019, Port Moody Public Library continued to experience issues with repairs to its facility. While a renovation to the inside of the Library was largely complete at the end of 2017, a “building envelope” renewal project continued through 2018 and 2019. The “building envelope” project impacted the comfort and enjoyment of the building for customers and staff. The project scope expanded and took much longer to complete than expected. This was unavoidable and disruptive. Remediation work on the exterior of the building was accompanied by occasional physical barriers and excessive noise. We suspect that, although our activity numbers were still good, some customers chose not to visit the Library during that time.

The biggest opportunity in 2019 related to the new website. The previous website had not been updated for many years, and this opportunity allowed the Library to completely update its visual identity including a new logo. The creation of a new website also offered staff training opportunities on how to write for the Internet, as well as opportunities to review how certain services are delivered to the public.

The greatest challenge anticipated for 2020 is the need for support and direction for the construction of a new library facility. Advocacy work to gain approval for a new facility began in 2005 with a report by Cornerstone Planning Group that recommended Port Moody build a new 28,000 square foot facility. This led to a joint committee between City Council and the Library Board to explore and plan for a new facility. These plans were dropped in favour of a new Fire Hall in 2009. In 2017, a report by Resource Planning Group recommended Port Moody build a 42,500 square foot facility. According to their formula, our library is only 43% the size it should be to meet current demand. This was followed by the Community Opinion Question in 2018 which sought to determine, amongst other things, how a new library facility could be financed. The Community Opinion Question was not successful. 2020 is expected to represent one more year in the effort to gain approval for a new facility.